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CONSUMER PURCHASES OF

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CITRUS AND OTHER JUICES

July 1962

CPFJ - 131

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in this report are based on 4-week periods (28 days) to facilitate comparisons.

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

September 1962

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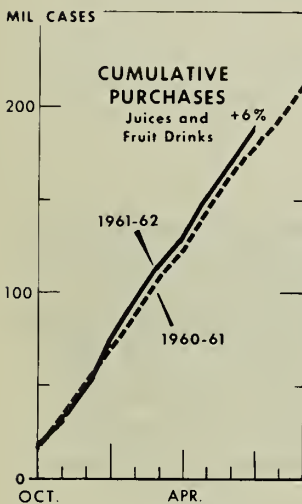
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
JULY 1962

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS

Household purchases of frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned fruit drinks totaled 4 percent more in July 1962 than in the same month of 1961. This volume of purchases was equivalent to seven 6-ounce servings for every person in the Nation. Retail prices were down 10 percent to 4.3 cents per 6-ounce serving. Despite the increase in movement, consumer expenditures dropped \$3.9 million or 6 percent from a year earlier to \$56.7 million in July.



Movement has been heavy in 1962, and cumulative purchases of juices and drinks for the season, October 1961-July 1962, were up 6 percent or 10.5 million cases from the same period of 1960-61. (See figure in margin.) Cumulative expenditures, however, held the same.

Prices paid in July for prune juice and miscellaneous fruit drinks held at year-earlier levels. On the other hand, prices of the three orange juices were off 13 to 18 percent; other juices and drinks were down only 3 to 7 percent.

The size of purchase averaged larger, but only chilled orange juice and canned orange drink were bought by more families than in the preceding July.

Consumption of frozen orange concentrate was up 9 percent in comparison with a year earlier, but expenditures were off 11 percent (\$2.4 million). Supplies available for purchase remained heavy. Purchases and expenditures for chilled orange juice were up to new highs, but canned orange juice was down. The orange juices accounted for 44 percent of all juices and fruit drinks bought for home use, for a gain of 3 points in share of market.

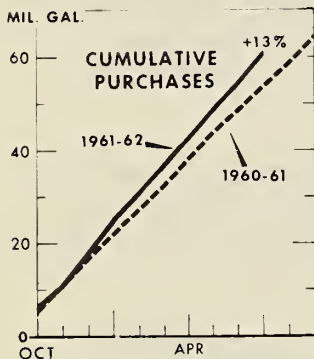
Consumption of canned grapefruit and pineapple juices was well above year-earlier levels. Prune and tomato juices held the same, but use of miscellaneous canned juices dropped moderately. Canned juices accounted for a smaller share of the market than in the preceding July.

Purchases and expenditures for canned orange drink were up substantially to new highs. Consumption and expenditures for other fruit drinks, however, declined rather sharply, and the market share for total fruit drinks was down more than 2 points to 22 percent.

Consumption of canned grapefruit sections was down 8 percent from a year earlier despite lower prices. Nevertheless, movement for the season was ahead of 1960-61. Use of miscellaneous frozen concentrated juices increased 10 percent over last July.

FROZEN CONCENTRATED AND CHILLED JUICES

Frozen Orange Concentrate Slows



Only 27.2 percent of families bought frozen concentrated orange juice in July. Except for August 1961, this was the smallest proportion of buyers reported in about 2 years. ^{1/} The size of purchase was heavy, however, and as a result, retail movement was up 9 percent, (464,000 gallons) to a new July high. Nevertheless, this represented the smallest volume of purchases since November, and the seasonal decline from earlier months of the year was considerably greater than usual.

Purchases for the season, October-July, are at record levels, 13 percent or 7.2 million gallons ahead of the same period of 1960-61. (See chart in margin.) However, production of frozen orange concentrate in Florida, the principal producing area, was up 38 percent from 1960-61, the previous record year. Despite the heavy movement, supplies available for purchase are substantially greater than a year earlier.

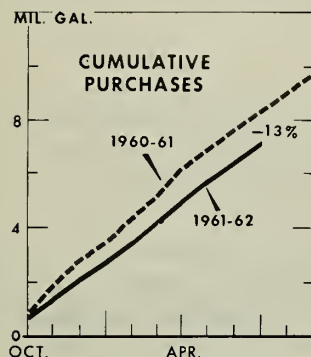
Retail prices in July, for the fourth month in succession, held at a level of 16.4 cents per 6-ounce can. This was 18 percent less than a year earlier and about the lowest price recorded since 1957. In spite of the increase in movement, consumer expenditures were off 11 percent from July 1961 to \$19.4 million, the lowest reported for

^{1/} Monthly and cumulative data on purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans ...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

Frozen Orange Concentrate -- Continued

2 years. Cumulative expenditures for the season, however, held about the same. (See page 15.)

Miscellaneous Frozen Concentrates Up From Last July

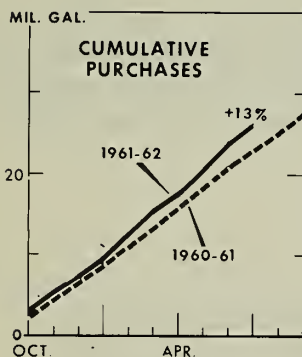


Use of miscellaneous frozen concentrates, such as grapefruit, pineapple, tangerine, and blends, was up 10 percent from July 1961. Movement was also up from June in contrast to the drop in use of frozen orange concentrate. Miscellaneous concentrates accounted for 5 percent of the household market.

Retail prices averaged 17.7 cents per 6-ounce can, down 6 percent from July 1961, and the lowest recorded for several years. Because of the increase in movement, however, expenditures were up moderately from a year earlier.

Cumulative purchases for the season through July were off 13 percent, or 1.1 million gallons from the same 10 months of 1960-61. On the other hand, use of most other products increased over the preceding season.

Prices and Purchases Of Chilled Orange Juice Rise



July prices of chilled orange juice were up 1.5 cents per quart from the preceding month to reverse the downward trend that dropped prices to 33.9 cents in June, the lowest reported in this 6-year series. Despite the advance, prices were off 13 percent from a year earlier, and 9 percent from the 1956-59 July average.

Household consumption was up 22 percent -- 480,000 gallons -- from July 1961 to the highest level yet reported for the month. This brought cumulative purchases to 13 percent (3.1 million gallons) ahead of 1960-61, also a new high. Prices have averaged lower, however, and the gain in cumulative expenditures was not as great.

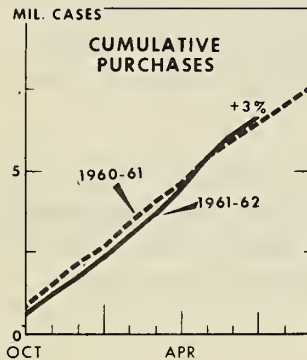
The increase in movement over a year earlier was associated with a gain of 25 percent in the number of users. About 6.2 percent of families bought, making July the third month in succession that the number of buyers has been at peak levels. Chilled orange was one of the two products used by more families in July than a year earlier.

Chilled Orange Juice -- Continued

The average size of purchase in July, however, was down to a new low of only 3.2 quarts per buying family. Families bought about once every 12 days, compared with every 11 days in July 1961. (See page 16.)

CANNED SINGLE-STRENGTH JUICES AND FRUIT

Few Buy Canned Orange Juice



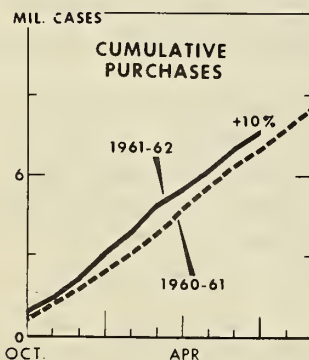
Consumption of canned orange juice, which had been relatively heavy in the first half of 1962, dropped sharply in July to the level of a year earlier.

Only 5.1 percent of families bought, representing a loss of 1 percentage point from the preceding month, and half a point from a year earlier. Only twice before in this 13-year series has the proportion of buyers fallen to this level.

Retail prices were down 13 percent (5.6 cents) from July 1961 to 36.5 cents per 46-ounce can. Nevertheless, the per serving cost, 4.8 cents, was 17 percent higher than frozen orange concentrate, and above the cost of most competing products. Retail prices were slightly above the 1955-59 July average, but purchases were 37 percent below average.

Consumer expenditures for canned orange juice were down to a new low -- 15 percent less than the same time last year. The season's expenditures were also off slightly, despite a moderate gain (210,000 cases) in cumulative purchases. (See page 17.)

Grapefruit Juice Gains



Use of canned grapefruit juice increased 8 percent -- 50,000 cases -- over a year earlier to reach the highest July volume since the mid-1950's. Purchases have been above year-earlier levels in 7 out of 10 months of the current season and movement was up 10 percent or 700,000 cases in comparison with the same period of 1960-61.

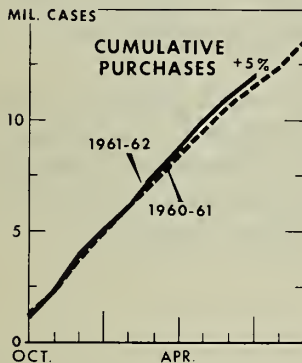
Prices paid averaged 27.3 cents per 46-ounce can, 7 percent less than a year earlier. This was a continu-

Grapefruit Juice -- Continued

ation of the low price level that has persisted in 1961-62. Nevertheless, because of the gain in volume, consumer expenditures about equalled those of the preceding July, and total expenditures thus far in the current season are up moderately from 1960-61. In comparison with 1955-59, July purchases and retail prices were both at 93 percent of the averages for the month.

The gain in movement over a year earlier reflected a larger size of purchase, which at 2.4 cans per buying family was above levels that prevailed prior to 1961. The proportion of families buying (4.9 percent) remained about the same as a year earlier and close to the lowest recorded in this series. (See page 18.)

Pineapple Juice Up 12 Percent

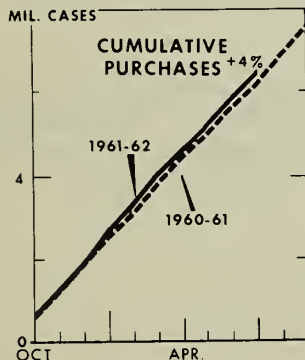


About 110,000 cases or 12 percent more pineapple juice was bought for home use in July 1962 than in the same month a year earlier. Use of this product has been relatively heavy in most months of the season, and cumulative purchases through July are 5 percent -- 530,000 cases -- ahead of 1960-61.

Prices remained low, with the July average of 28.9 cents per 46-ounce can, down 4 percent from a year earlier. Nevertheless, because of the increase in volume, consumer expenditures for July and for the season were ahead of 1960-61 levels.

As for most other products, the gain in retail movement over a year earlier reflected a heavier purchase per buying family. (See page 19.)

Prune Juice Steady



The picture for prune juice was about the same as in July 1961. Purchases held at 610,000 cases; prices at 43.8 cents per quart were fractionally higher.

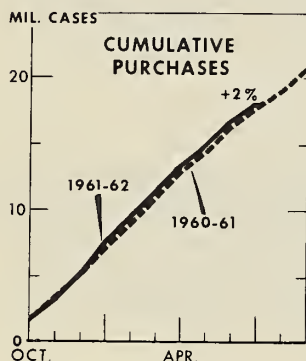
The proportion of buyers -- 6.2 percent of the Nation's families -- was down 0.4 percentage point from July 1961 to the lowest level in 2 years. However, this was

Prune Juice -- Continued

offset by a larger than usual purchase per buying family.

Cumulative purchases for the season were up 4 percent -- 220,000 cases -- from corresponding months of 1960-61. This represented the heaviest movement for this period since 1957-58. The season's expenditures increased moderately over a year earlier. (See page 20.)

Tomato Juice Also Steady

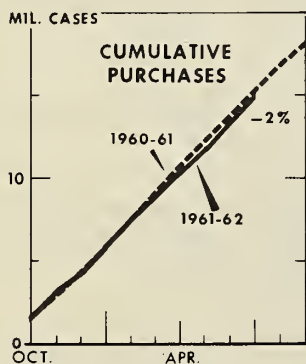


Purchases of tomato juice held at the year-earlier level of 1.5 million cases. The number of buyers -- 13.6 percent of the Nation's families -- and the average size of purchase were also about the same. Cumulative movement, October through July, was up about 2 percent -- 280,000 cases -- from both the preceding season and the average for 1955-59.

This product accounted for 8.3 percent of all juices and fruit drinks bought by consumers in July, a proportion second only to frozen orange concentrate.

Prices were down 4 percent to 28.2 cents per 46-ounce can, a continuation of the low price level that has persisted in 1961-62. As a result, consumer expenditures were off slightly from the preceding season in spite of the increase in movement. (See page 21.)

Miscellaneous Canned Juices Off Moderately



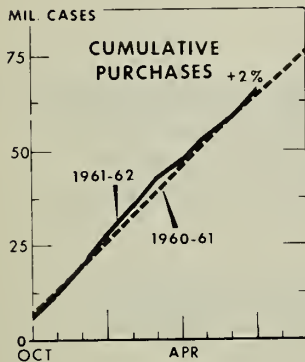
Fewer families bought miscellaneous canned juices, such as grape, tangerine, or blends, in July than a year earlier. This resulted in a decline of 3 percent or 50,000 cases in retail movement. Use has been relatively slow in most months of the season and cumulative purchases are off 2 percent -- 340,000 cases -- from the corresponding period of 1960-61.

These products accounted for 8 percent of all juices and fruit drinks used in the home in July. The market share was down from a year earlier, just as it has been throughout the season.

Miscellaneous Canned Juices -- Continued

Retail prices for the product group averaged 35 cents per 46-ounce can, 5 percent less than a year earlier. But, even so, a 6-ounce serving cost 4.6 cents, well above the cost of most competitors. Consumer expenditures for these products remained below year-earlier levels. (See page 25.)

Total Canned Juices Up Slightly



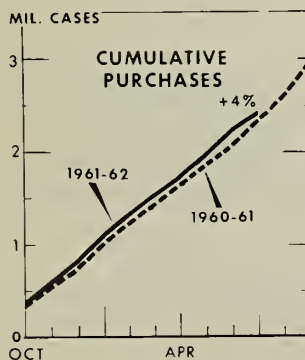
Total household use of canned juices in July was slightly greater (100,000 cases) than in the same month of 1961, reflecting increased consumption of grapefruit and pineapple juices. The gain in use of total canned juices was small in relation to that of frozen concentrated orange juice and the market share for these products dropped to 32 percent, the lowest reported for several years.

Cumulative purchases for the season were only 2 percent (1.6 million cases) ahead of 1960-61, compared with an increase of 13 percent in use of frozen orange concentrate.

Retail prices were down 5 percent from a year earlier to 4.5 cents per 6-ounce serving. This was more than paid for frozen orange concentrate, the reverse of the situation in July 1961. Consumer expenditures for the month, as well as for the season, were moderately below year-earlier levels.

The number of buyers was down 0.5 percentage point to 39.5 percent of the Nation's families. Purchases of canned juices amounted to five servings (6-ounce) for a family of four. In comparison, purchases of frozen orange concentrate averaged eight servings. (See page 26.)

Grapefruit Sections Down to New July Low



Purchases of canned grapefruit sections were off 8 percent --20,000 cases -- from a year earlier to the lowest July level reported in this 6-year series.

Consumption was relatively heavy in most months of the season, however, and cumulative movement through July was 4 percent -- 100,000 cases -- ahead of both a year and 2 years earlier.

Retail prices were down a little to 20.6 cents per No. 303 can, to continue the low price level that has persisted in 1961-62. Expenditures for the month were off

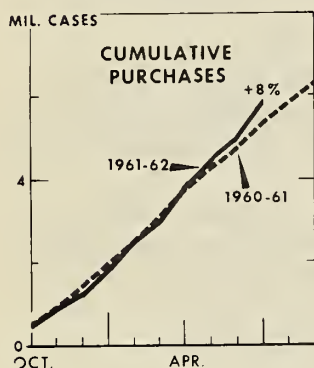
Grapefruit Sections -- Continued

rather sharply from the preceding July, and total expenditures for the season were down from 1960-61 despite the increase in volume.

Only 3.7 percent of families bought grapefruit sections in July, the smallest proportion that has been recorded for the month. The average size of purchase also was on the low side. (See page 24.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

New Highs For Orange Drink



More families bought canned orange drink in July than previously recorded, and purchases jumped 24 percent -- 145,000 cases -- over a year earlier to reach a new peak of 741,000 cases. In contrast, use of other fruit drinks declined.

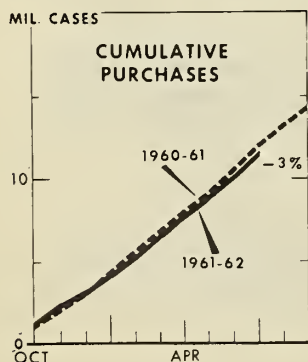
Orange drink and chilled orange juice were the only 2 products that could boast of an increase in number of users over July 1961.

Movement of orange drink has been heavy in 1962, and the season's purchase, October-July, was up 8 percent -- 417,000 cases -- to the highest level yet attained in this 10-month period.

Prices paid averaged 30.1 cents per 46-ounce can, 4 percent less than a year earlier, and the lowest reported for about 2 years. Prices were at 108 percent of the 1955-59 average for the month, while purchases rose to 121 percent.

Consumer expenditures for July, as well as for the season, were at new highs. (See page 22.)

Pineapple-Grapefruit Drink Declines



The usual increase in consumption of pineapple-grapefruit drink over June failed to materialize in 1962. As a result, purchases were off 16 percent from the record level of July 1961, by far the greatest loss reported for any product.

Consumption of pineapple-grapefruit drink has been slow in most months of the season, and cumulative purchases

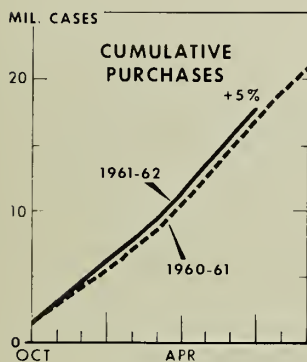
Pineapple-Grapefruit Drink -- Continued

are off 3 percent, or 410,000 cases, from the corresponding period of 1960-61.

The relatively low use reflected a loss in the number of users -- only 8 percent of families bought in July, compared with 9.3 percent a year earlier. The average size of purchase also was smaller.

Retail prices were down 0.7 cent to 26.4 cents per 46-ounce can to match the record low of the preceding month. (See page 23.)

Miscellaneous Canned Fruit Drinks Also Down



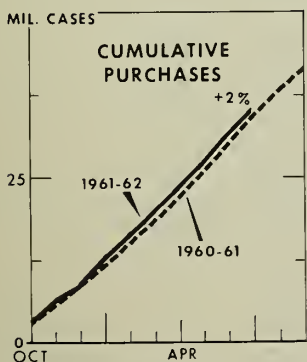
Use of miscellaneous fruit drinks was off 7 percent -- 160,000 cases -- from July 1961, and the market share was down more than 1 point to 11 percent. This was the second month in succession that purchases have been below year-earlier levels.

Prices were down 2 cents from earlier months to the level of July, 1961. Nevertheless, at 33.2 cents per 46-ounce can, these drinks were more expensive than most competing products.

Only 14.5 percent of families bought, compared with more than 15 percent a year earlier. The average size of purchase also was smaller.

Despite the low June and July volume, cumulative movement for the season was up 5 percent -- 840,000 cases -- from 1960-61, and 13 percent from 2 years earlier. Consumer expenditures, however, were not as great as in the preceding season. (See page 25.)

Total Fruit Drinks Lose in Market



Total use of canned fruit drinks in July was off 6 percent or 260,000 cases in comparison with a year earlier as a result of the losses in purchases of pineapple-grapefruit drink and miscellaneous fruit drinks. In contrast, consumption of juices increased moderately. This resulted in a decline in the share of market for fruit drinks from 25 to 22 percent.

Total Fruit Drinks -- Continued

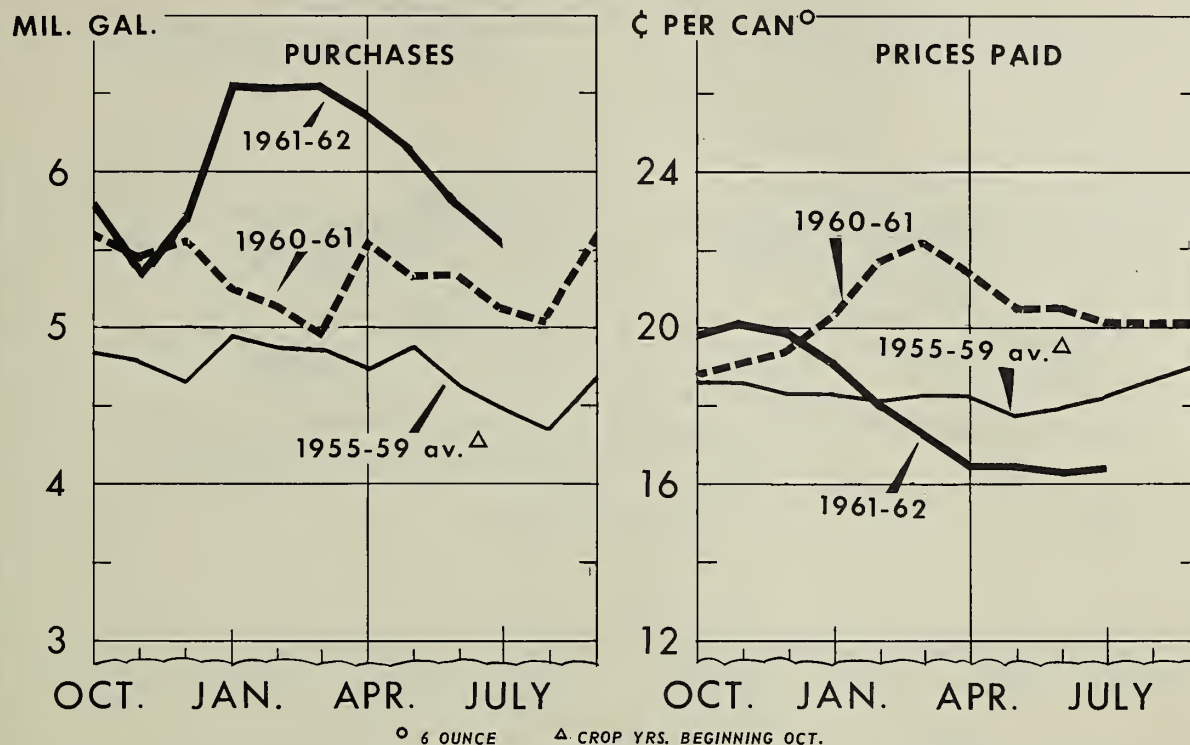
Despite the slow movement in July, total purchases for the season were 2 percent -- 850,000 cases -- ahead of corresponding months of 1960-61. In comparison, the season's use of canned juices was up 2 percent (1.6 million cases), while frozen orange concentrate was up 13 percent (8.5 million cases, single-strength equivalent). Chilled orange juice gained 13 percent.

As for other types of products, the number of families that used canned fruit drinks was down -- only 22.6 percent bought for a loss of more than 1 point from the preceding July. The size of purchase also was smaller.

Prices were down a little to 4 cents per serving. Expenditures for July, as well as for the season, were off moderately from 1960-61. (See page 26.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

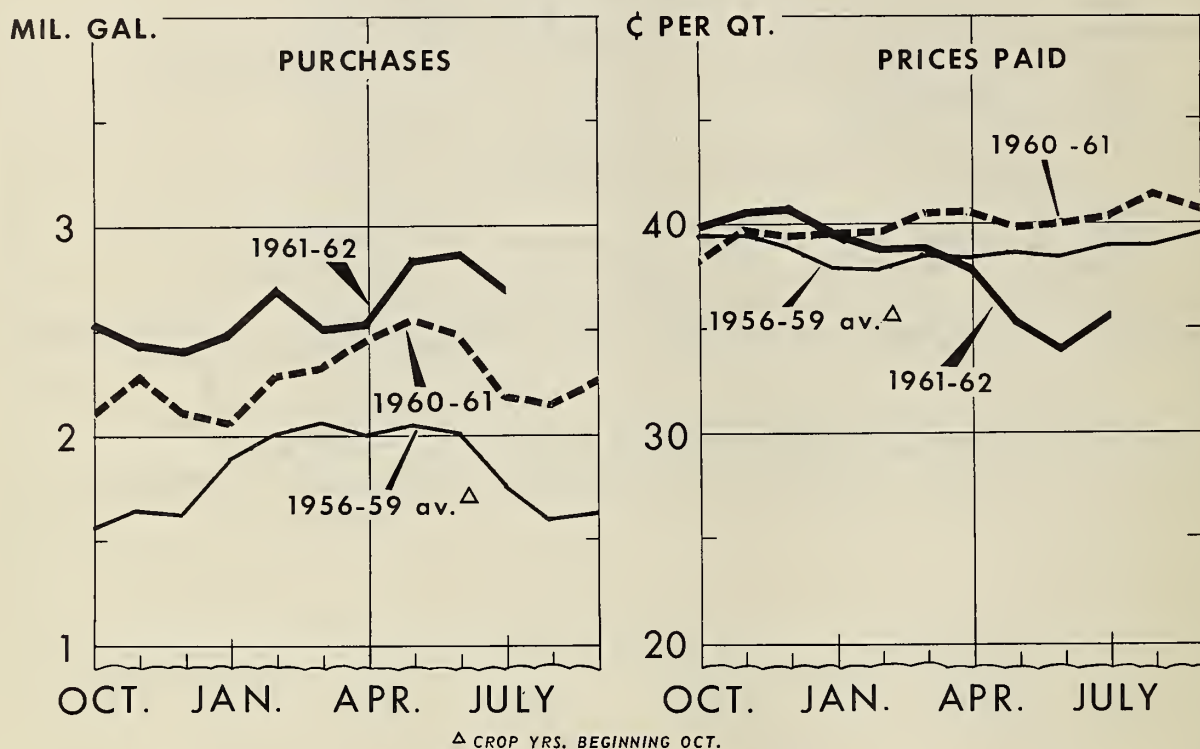
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.	6,363	5,547	4,751	30.6	29.5	49	45	16.4	21.4	18.3
May	6,123	5,325	4,894	29.5	29.2	49	45	16.4	20.5	17.8
Jun.	5,776	5,308	4,626	28.4	28.9	48	44	16.3	20.5	18.0
Apr.-Jun.	18,262	16,180	14,271							
Jul.	5,543	5,079	4,477	27.2	27.5	48	44	16.4	20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Jul.-Sep.		15,645	13,514							
Season		63,823	56,757						20.3	18.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

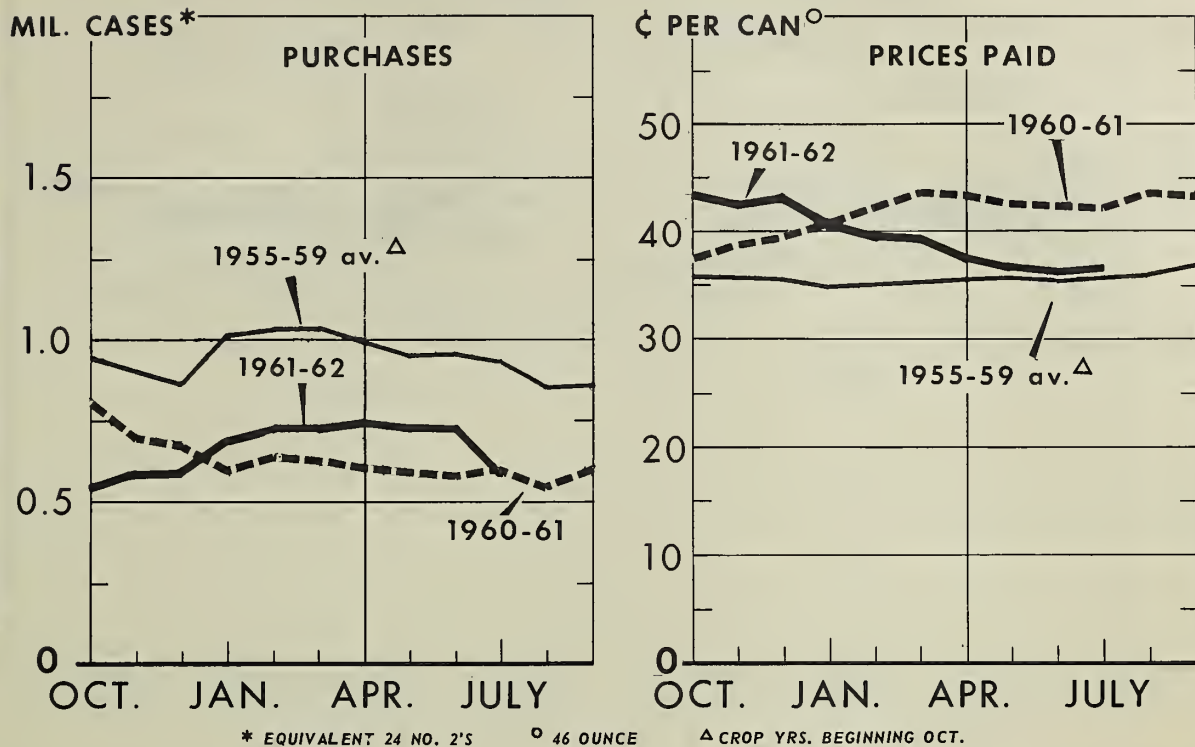
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.	2,532	2,475	2,012	5.8	5.4	103	110	37.8	40.6	38.5
May	2,840	2,553	2,060	6.3	5.4	106	114	35.1	39.9	38.7
Jun.	2,863	2,485	2,010	6.2	5.3	108	112	33.9	40.0	38.5
Apr.-Jun.	8,235	7,513	6,082							
Jul.	2,681	2,198	1,778	6.2	5.0	101	106	35.4	40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Jul.-Sep.		6,643	5,047							
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

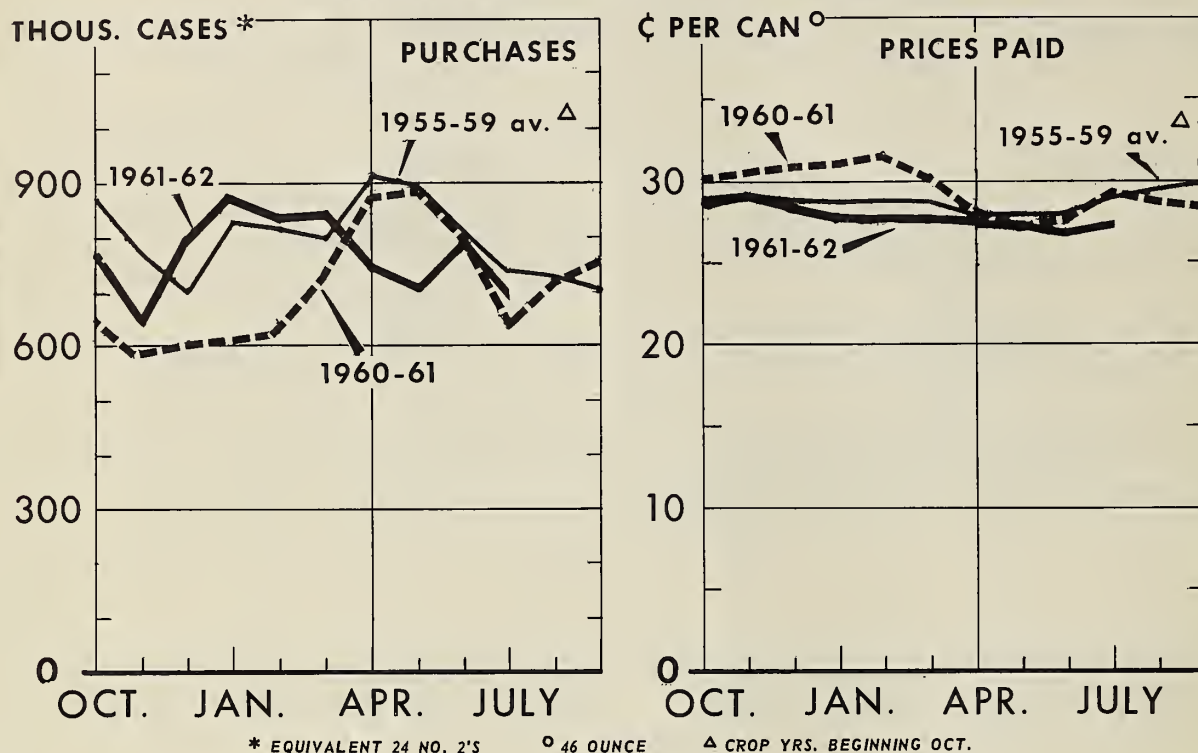
Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39.2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.	736	600	996	5.8	5.6	101	86	37.5	43.2	35.6
May	734	593	953	6.0	5.4	97	90	36.9	42.5	35.7
Jun.	731	572	962	6.0	5.2	96	89	36.1	42.3	35.4
Apr.-Jun.	2,201	1,765	2,911							
Jul.	592	596	935	5.1	5.5	91	88	36.5	42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Jul.-Sep.		1,751	2,656							
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.	740	871	911	5.4	6.3	109	112	27.5	27.9	28.1
May	708	881	898	4.8	6.3	118	113	27.3	27.0	28.0
Jun.	790	800	818	5.6	5.9	111	110	26.9	27.5	28.2
Apr.-Jun.	2,238	2,552	2,627							
Jul.	685	636	740	4.9	4.9	111	104	27.3	29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Jul.-c p.		2,110	2,170							
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid

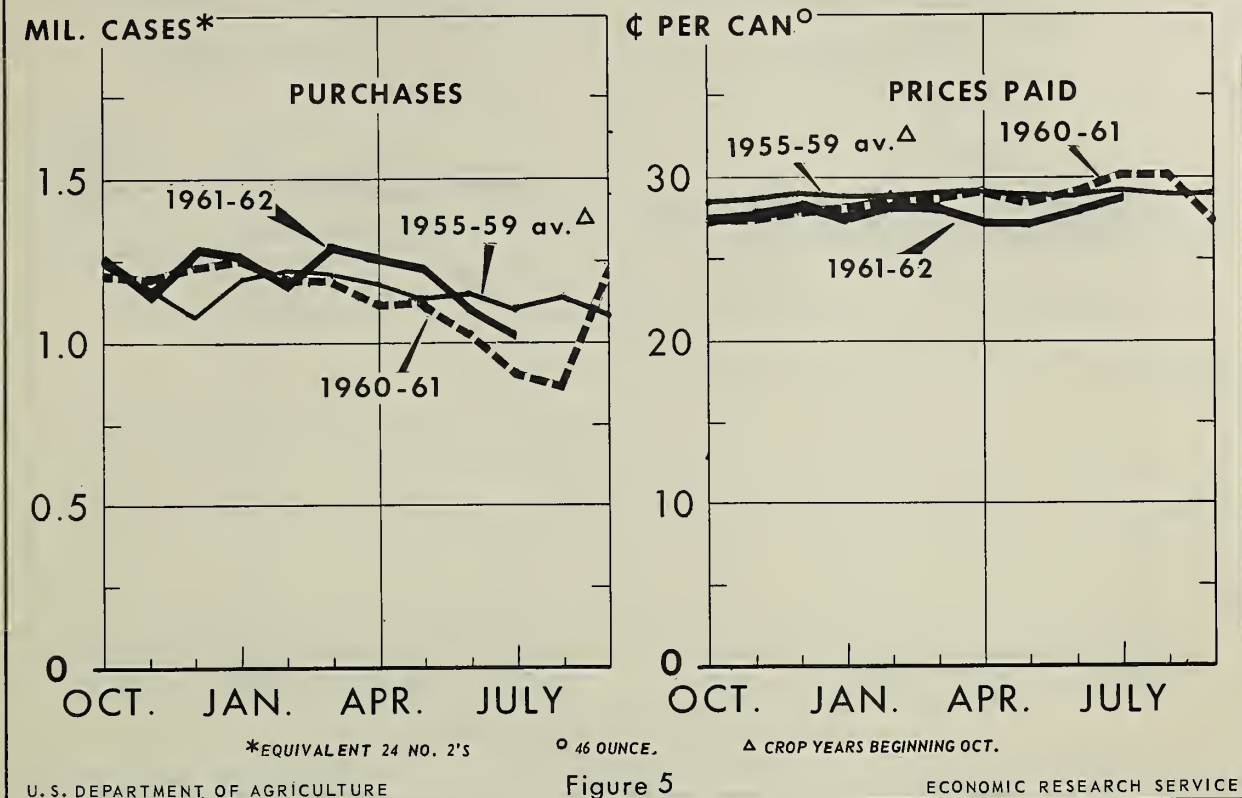


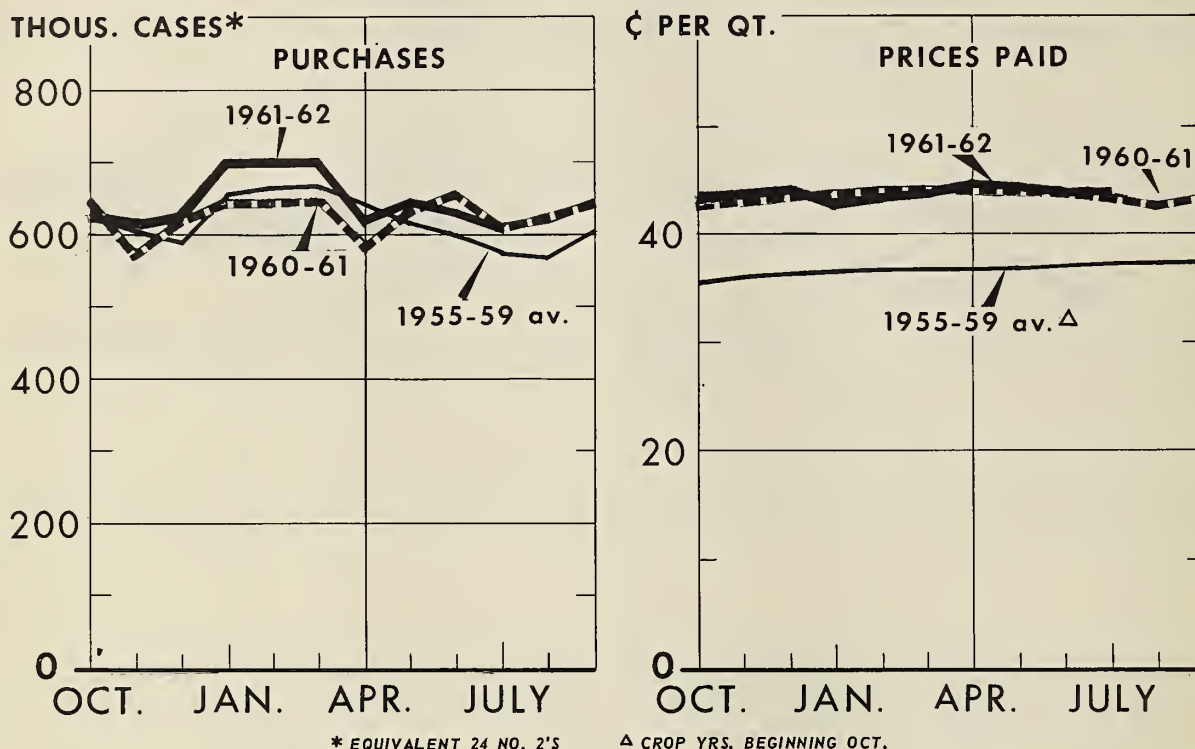
Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.	1,257	1,112	1,182	10.1	9.8	98	92	27.4	29.2	29.4
May	1,234	1,146	1,146	9.7	9.1	101	102	27.3	28.7	29.3
Jun.	1,092	1,036	1,158	8.6	9.0	101	93	28.0	29.2	29.2
Apr.-Jun.	3,583	3,294	3,486							
Jul.	1,020	911	1,109	8.0	8.1	101	91	28.9	30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Jul.-Sep.		3,024	3,353							
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

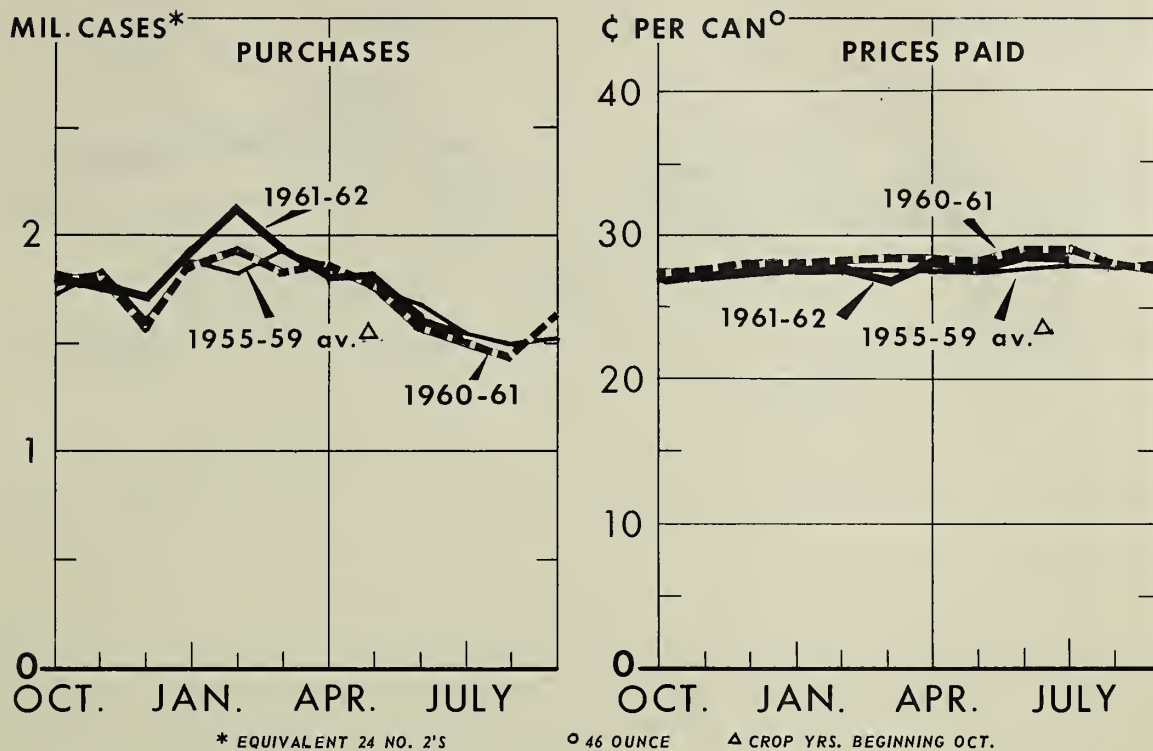
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.	625	584	640	7.0	6.4	70	74	44.2	44.1	36.7
May	643	631	616	6.7	6.9	76	75	44.1	43.9	36.9
Jun.	631	657	602	6.5	7.2	76	74	43.9	43.7	36.9
Apr.-Jun.	1,899	1,872	1,858							
Jul.	610	611	574	6.2	6.6	78	75	43.8	43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Jul.-Sep.		1,881	1,751							
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

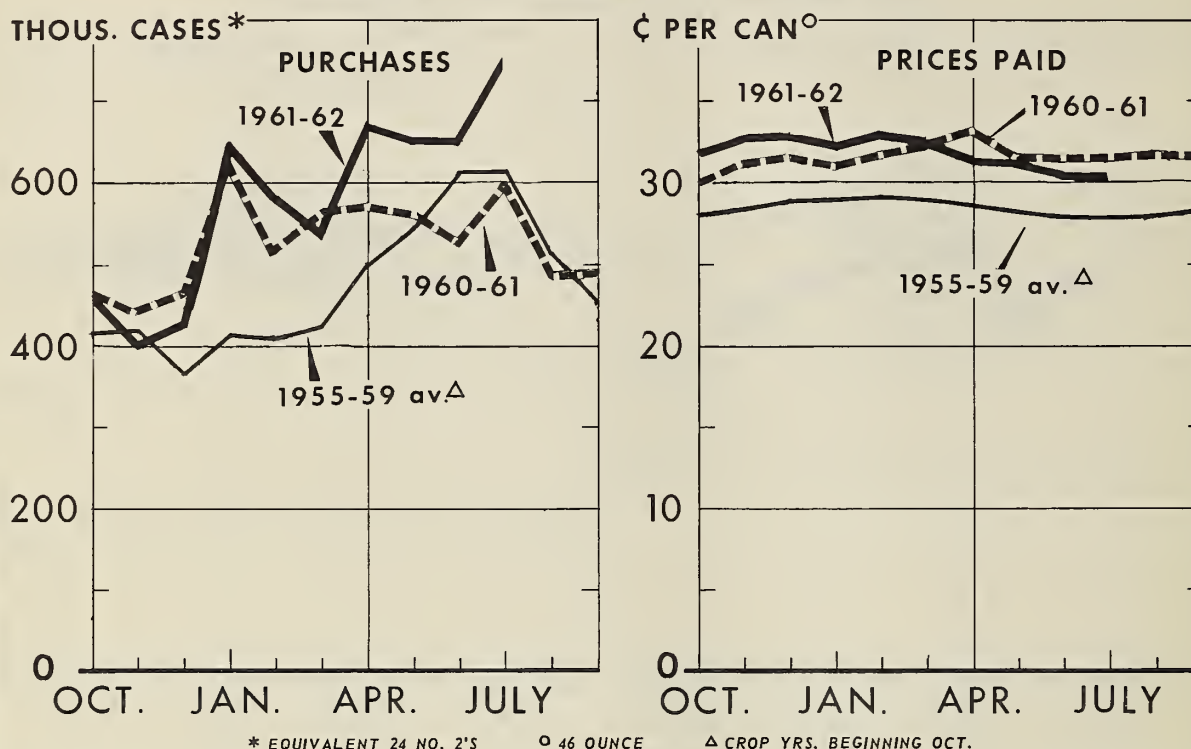
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91	27.0	28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.	1,797	1,855	1,853	15.4	16.5	92	91	28.2	28.7	27.4
May	1,832	1,771	1,750	15.4	15.5	94	93	27.8	28.4	27.3
Jun.	1,561	1,597	1,698	13.9	14.5	89	90	28.5	29.4	27.6
Apr.-Jun.	5,190	5,223	5,301							
Jul.	1,509	1,511	1,545	13.6	13.6	88	90	28.2	29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Jul.-Sep.		4,651	4,560							
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

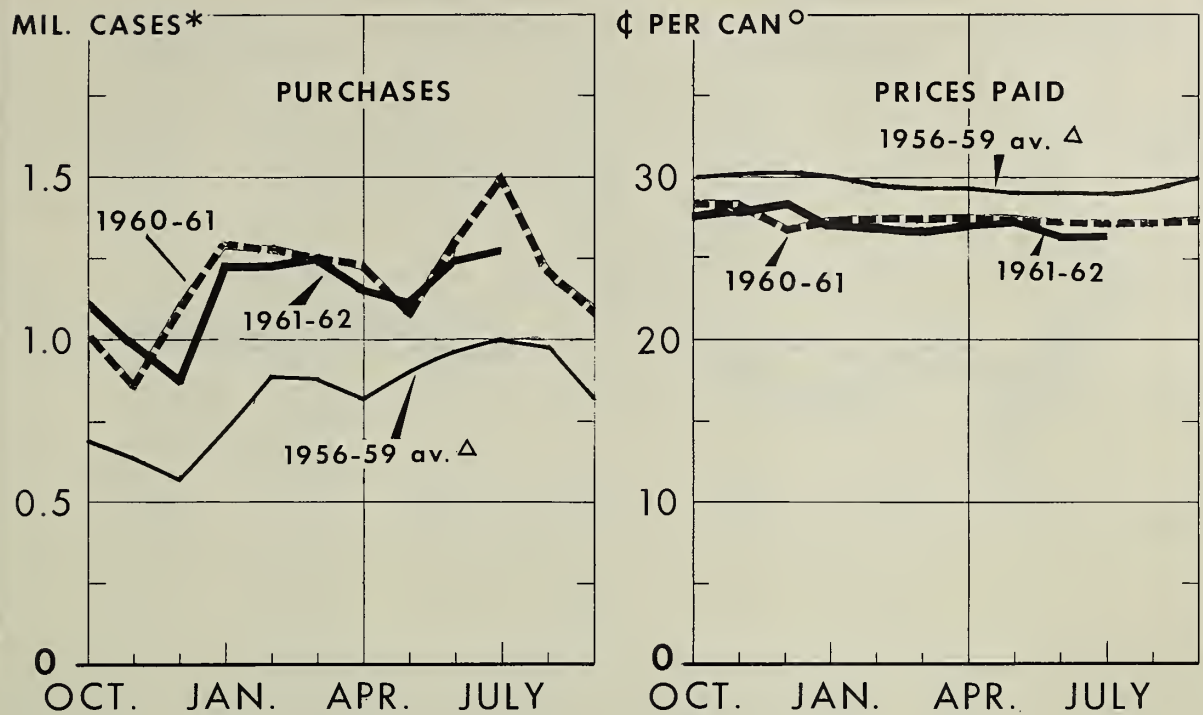
Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.	670	574	501	4.7	4.0	114	117	31.2	33.2	28.6
May	650	564	542	4.6	4.2	113	109	31.3	31.5	28.4
Jun.	650	528	614	4.6	4.4	112	98	30.4	31.4	27.9
Apr.-Jun.	1,970	1,666	1,657							
Jul.	741	596	614	5.2	4.7	113	103	30.1	31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Jul.-Sep.		1,574	1,630							
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



*EQUIVALENT 24 NO. 2'S

^o46 OUNCE.

ΔCROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

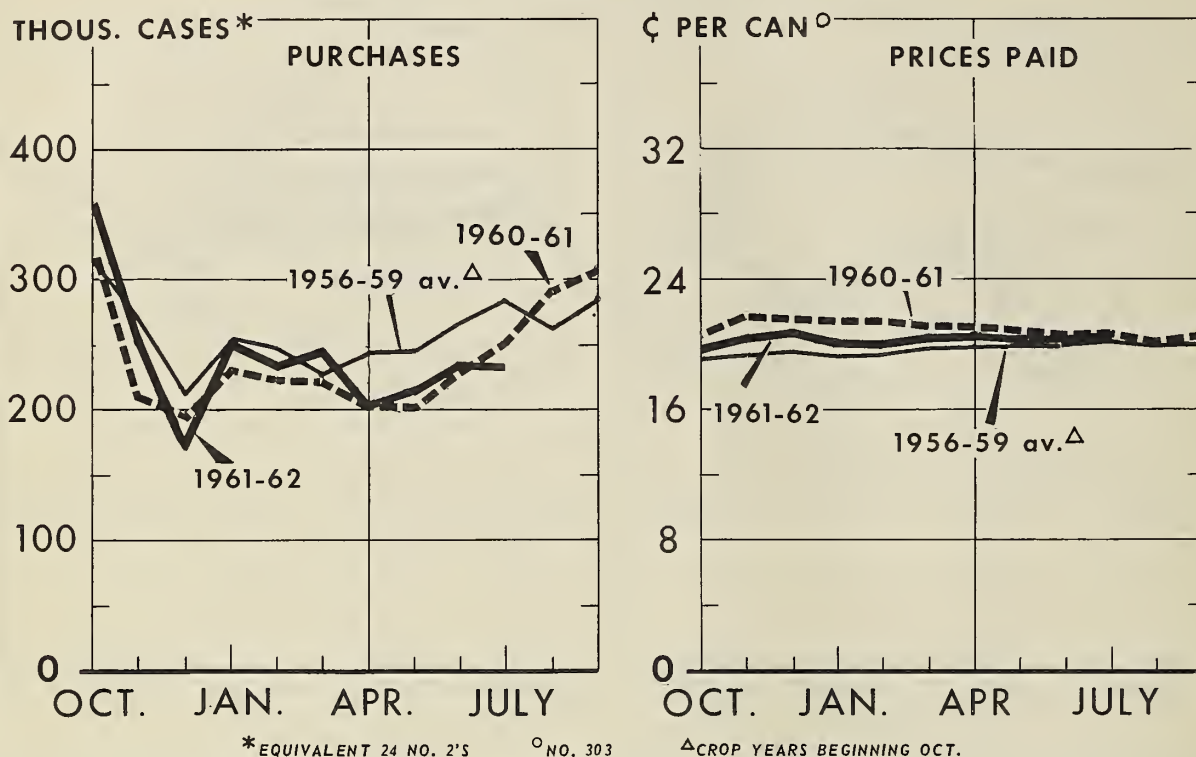
Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.	1,153	1,226	825	7.5	8.5	122	118	27.0	27.7	29.5
May	1,120	1,067	913	7.4	7.5	120	116	27.5	27.6	29.0
Jun.	1,249	1,313	971	7.6	8.6	130	124	26.4	27.0	29.1
Apr.-Jun.	3,522	3,606	2,709							
Jul.	1,253	1,498	998	8.0	9.3	124	129	26.4	27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Jul.-Sep.		3,795	2,799							
Season		14,213	9,906						27.5	29.5

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961- : 1962	1960- : 1961	Average : 1956-59	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	Average : 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.	201	206	242	3.5	3.4	50	55	20.4	21.1	19.7
May	214	209	246	3.6	3.7	53	50	20.2	21.0	19.9
Jun.	233	228	266	3.6	4.0	58	51	20.5	20.6	20.0
Apr.-Jun.	648	643	754							
Jul.	232	252	283	3.7	4.0	55	56	20.6	20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Jul.-Sep.		854	830							
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.	1,511	1,669	17.5	19.1	68	71	36.1	36.6
May	1,594	1,603	18.8	18.9	67	69	34.6	37.3
Jun.	1,544	1,540	18.6	19.5	66	64	35.1	36.8
Apr.-Jun.	4,649	4,812						
Jul.	1,480	1,531	17.8	18.8	66	66	35.0	36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Jul.-Sep.		4,387						
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.	1,885	1,819	13.7	12.7	109	117	34.5	34.3
May	2,230	1,970	14.9	13.5	119	118	33.9	33.9
Jun.	2,124	2,224	14.6	15.1	115	120	33.7	33.7
Apr.-Jun.	6,239	6,013						
Jul.	2,060	2,215	14.5	15.2	112	118	33.2	33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Jul.-Sep.		6,044						
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.	6,666	6,691	42.3	44.0	125	123	3,708	3,619	21.3	21.0	138	140
May	6,745	6,625	42.6	42.7	126	126	4,000	3,601	22.3	20.8	142	140
Jun.	6,349	6,202	41.8	42.2	120	119	4,023	4,065	22.5	23.2	142	142
Apr.-Jun.	19,760	19,518					11,731	11,285				
Jul.	5,896	5,796	39.5	40.0	118	117	4,054	4,309	22.6	23.8	142	146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Jul.-Sep.		17,804						11,413				
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14. Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.	4,079	3,694	445	350	443	428	559	632	144	143
May	3,925	3,546	443	346	497	442	535	640	153	145
Jun.	3,702	3,535	442	333	501	430	597	581	167	159
Apr.-Jun.	11,706	10,775	1,330	1,029	1,441	1,300	1,691	1,853	464	447
Jul.	3,520	3,367	359	348	469	380	523	463	167	175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Jul.-Sep.		10,372		1,022		1,149		1,536		594
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

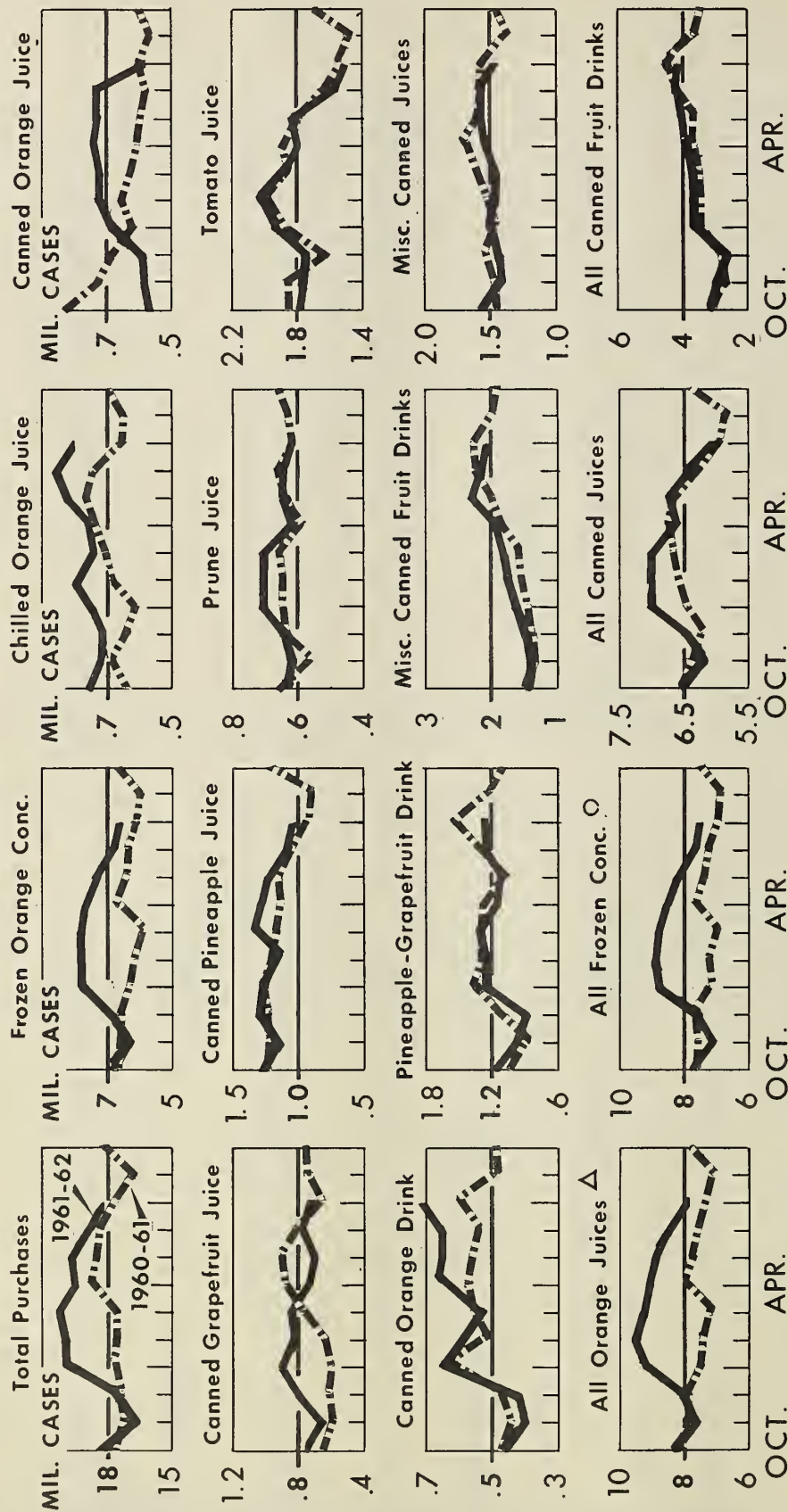
Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, July 1962-July 1961 ^{1/}

Commodity	Total purchases				Proportion of families buying		Purchases per buying family						Average price paid per can			
	Volume		Share of market		July 1962 : 1961		Number		Average size of purchase		Quantity per month		Average price paid per can			
	July 1962	July 1961	Change from 1961	Pct.	July 1962	July 1961	July 1962	July 1961	July 1962	July 1961	July 1962	July 1961	Can size	July 1962	July 1961	
FROZEN CONCENTRATED JUICES:	1,000	1,000														
Orange	5,543	5,079	+9	36.1	34.2	27.2	27.5	1.9	2.0	24.9	22.2	48	44	6	16.4	20.1
Miscellaneous	772	705	+10	5.0	4.7	---	---	---	---	17.5	16.1	---	---	6	17.7	18.8
Total	6,315	5,784	+9	41.1	38.9	---	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,681	2,198	+22	4.4	3.7	6.2	5.0	2.3	2.5	42.3	41.0	101	106	32	35.4	40.5
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000														
Orange	592	596	-1	3.2	3.4	5.1	5.5	1.7	1.7	53.4	49.3	91	88	46	36.5	42.1
Grapefruit	685	636	+8	3.8	3.6	4.9	4.9	1.5	1.5	75.5	68.4	111	104	46	27.3	29.3
Pineapple	1,020	911	+12	5.6	5.2	8.0	8.1	1.4	1.4	72.5	63.1	101	91	46	28.9	30.1
Prune	610	611	0	3.3	3.4	6.2	6.6	1.9	1.8	42.1	41.2	78	75	32	43.8	43.6
Tomato	1,509	1,511	0	8.3	8.6	13.6	13.6	1.5	1.5	60.4	59.9	88	90	46	28.2	29.3
Miscellaneous	1,480	1,531	-3	8.1	8.7	17.8	18.8	1.7	1.7	37.9	37.9	66	66	46	35.0	36.8
Total	5,896	5,796	+2	32.3	32.9	39.5	40.0	2.3	2.3	52.4	49.8	118	117	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:																
Orange	741	596	+24	4.0	3.4	5.2	4.7	1.4	1.4	78.5	74.6	113	103	46	30.1	31.4
Pineapple-grapefruit	1,253	1,498	-16	6.9	8.5	8.0	9.3	1.4	1.5	90.3	90.2	124	129	46	26.4	27.1
Miscellaneous	2,060	2,215	-7	11.3	12.6	14.5	15.2	1.7	1.8	66.4	66.6	112	118	46	33.2	33.2
Total	4,054	4,309	-6	22.2	24.5	22.6	23.8	1.9	2.0	74.5	74.5	142	146	---	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	18,227	17,610	+4	100.0	100.0	---	---	---	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	232	252	-8	---	---	3.7	4.0	1.4	1.5	39.3	37.9	55	56	4/16	20.6	20.7

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. ^{2/} Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. ^{3/} Includes single-strength equivalent of frozen concentrates. ^{4/} No. 303 can.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

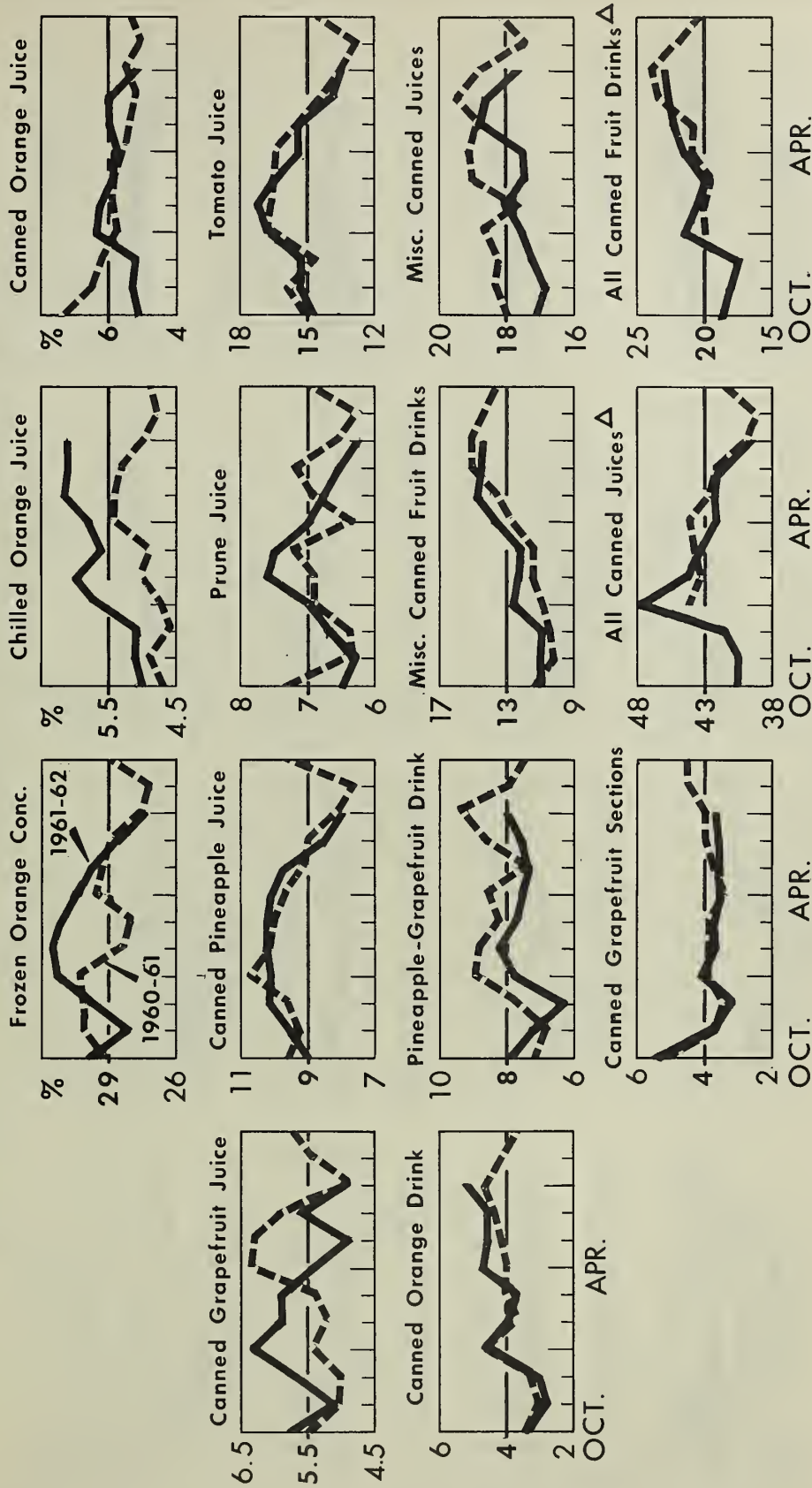
Equivalent Single-Strength Cases of 24 No. 2's



△ CONCENTRATE, CHILLED AND CANNED ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

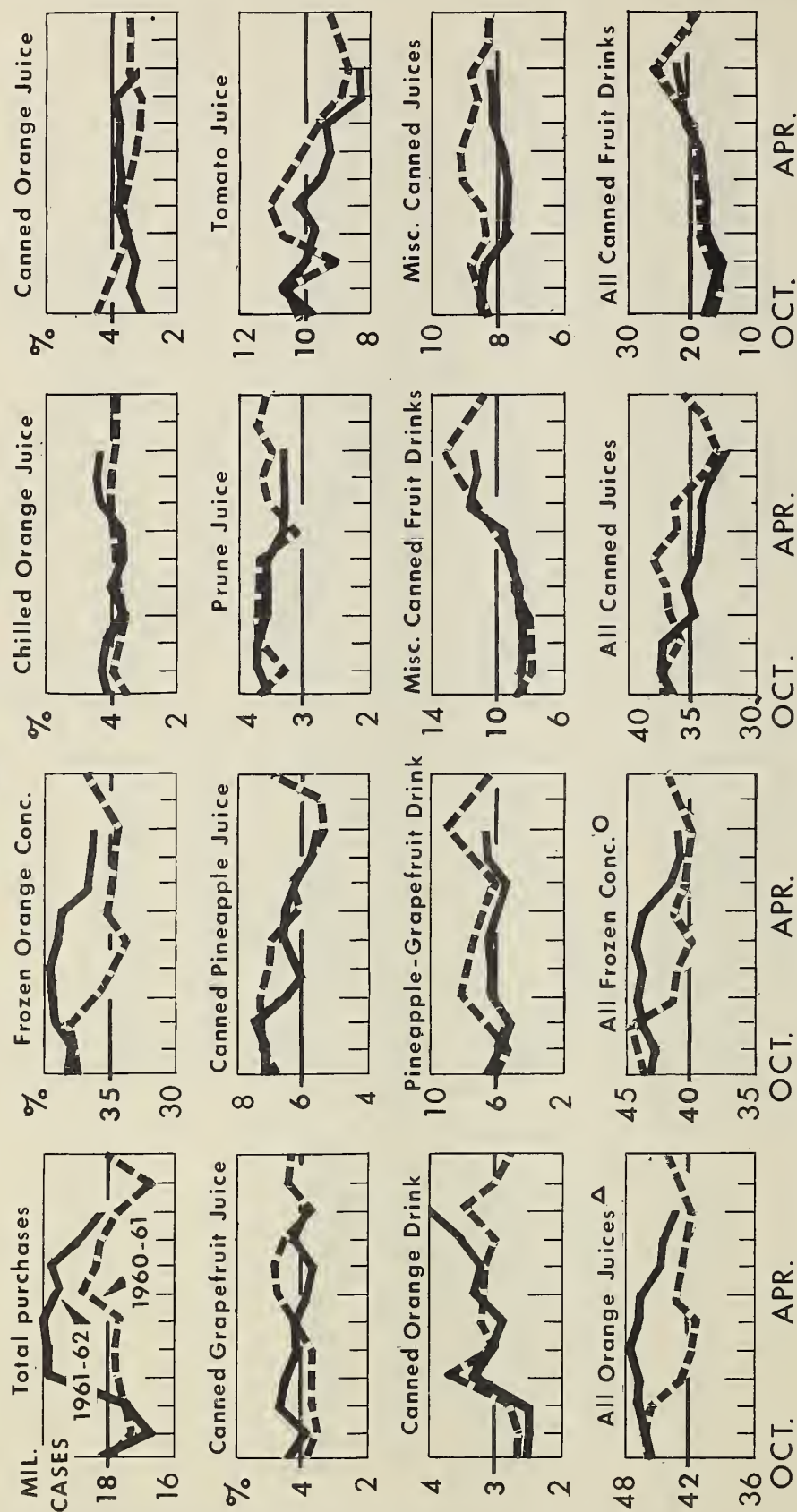
PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



Δ DATA NOT AVAILABLE FOR OCT.-DEC. 1960.

Figure 12

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

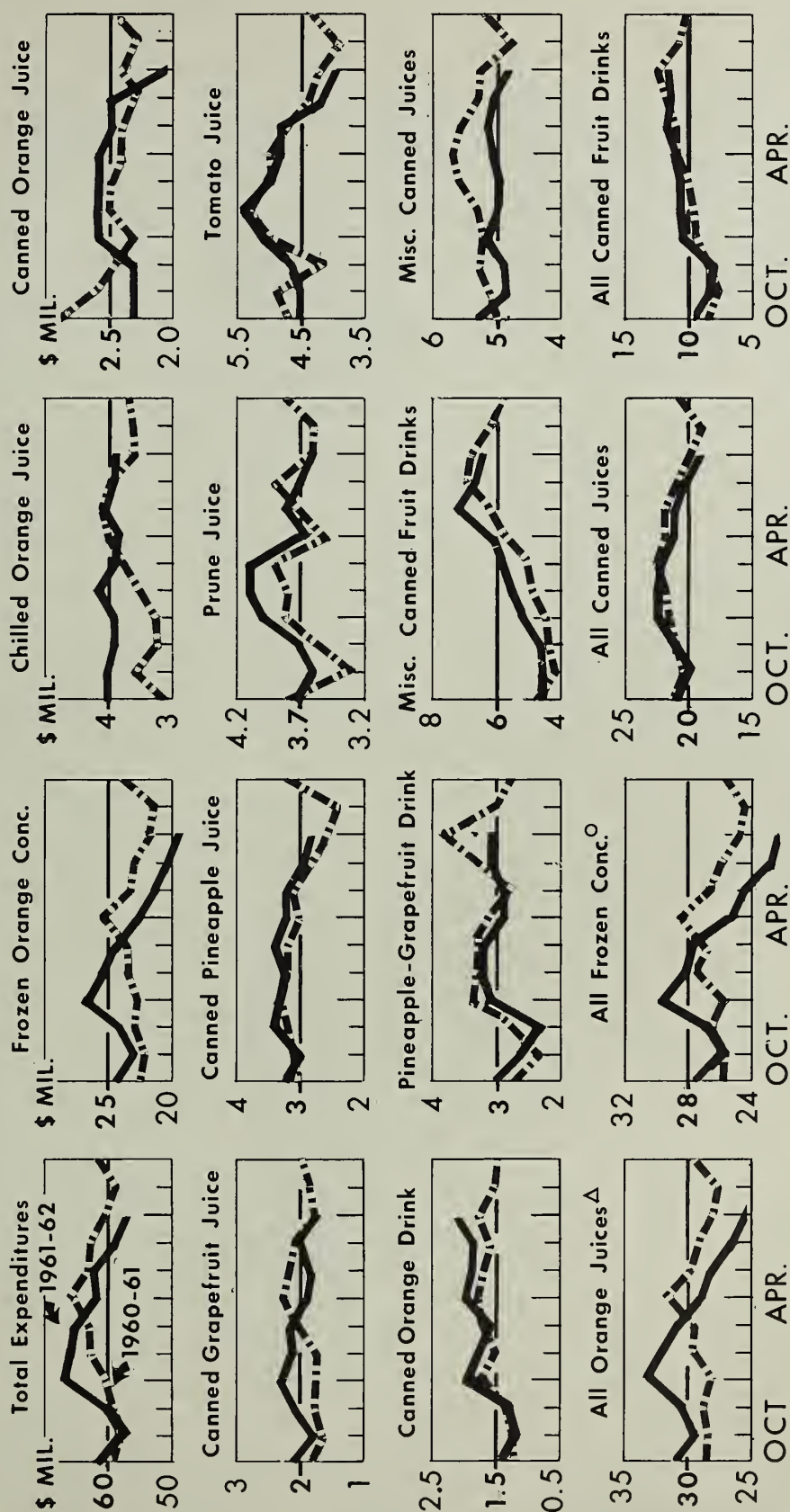


Figure 14

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